

System and Method for Advertisements in Web-Based Printing

ABSTRACT

A system and method for providing advertisements in web based printing. A remote printing web server receives advertisements from one or more advertisers. The advertisements may include target audience attributes, such as the profession of target audience members. Digital advertising images and the target audience information is stored on the remote printing web server. A print user connects to the remote printing web server using a browser. Information about the user, such as the user's occupation, are gathered in order to match the user with appropriate advertisements. Advertisements are identified and combined with the document that the user wishes to print. The combined document is then printed on a printer connected to the remote printing web server. In addition, the document that the user wishes to print may be analyzed for document content in order to further select appropriate advertisements to include on the user's printouts.